

NATIONAL CANNERS ASSOCIATION INFORMATION LETTER

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BUREAU OF AGRICULTURAL ECONOMICS REQUESTS RETURN OF SCHEDULES

The Bureau of Agricultural Economics, at the urgent request of the industry, is compiling special statistical information on peas, corn and tomatoes. It has been the hope of both Mr. Olsen's Bureau and the Association, that a sufficiently complete and authoritative picture of the past and present status of these three products could be prepared that it would serve canners as a guide for the coming season's operations.

Schedules calling for the information needed were prepared by Mr. Carlos Campbell of the Bureau of Agricultural Economics, and mailed to canners of peas, corn and tomatoes the middle of February.

Mr. Campbell informs the Association that the schedules are not being returned in the numbers nor with the promptness hoped for. While some sections are fairly well represented, there are other important canning states from which only a few returns have been received to date.

If canners make possible the service requested, and do it promptly, the information when compiled and analyzed will be of immediate and practical value.

If canners do not send in the schedules promptly to the Bureau of Agricultural Economics, the work will be unduly delayed, and the statements made will necessarily be less accurate.

The Bureau is prepared to do, and is doing, its part.

Won't you do your part by filling in and returning the schedules, and by getting other canners to do likewise?

If you do not have the information requested, please report that fact and *return the schedules* in the franked envelope provided.

GOVERNMENT CROP PRODUCTION LOANS TO GROWERS

In a letter received March 25th from Mr. Henry S. Clarke, National Director of 1932 Crop Production Loans, the following statement is made:

"I do not believe that we will be able to permit exemptions of canners' contracts, nor any arrangement more favorable than the one outlined in my letter of February 29th."

Mr. Clarke's letter of February 29th was published in our Information Letter of March 5th.

Apparently some canners have failed to understand that the proposal of the Government permits the canner, in settling for deliveries with growers who have borrowed Government money for crop production purposes, to deduct the amount of the canner's advances before remitting to the Government any balance due from the grower to the Government on account of such loan.

In view of the inability of the Farmer's Seed Loan Office to exempt canners' contract crops from the first lien requirement, as indicated in the statement quoted above, canners are advised that the procedure suggested by Mr. Clarke, as published in our March 5th Information Letter, should be followed by those canners who desire to protect themselves with respect to advances made to growers.

TAXES PROVIDED IN HOUSE REVENUE BILL

In lieu of the general manufacturers' excise taxes, which were rejected by the House, there have been incorporated in the new revenue bill provision for the following taxes: one cent a gallon on imported oil and gasoline; two dollars a ton on imported coal; varying taxes on malt, wort and grape concentrates; ten per cent on jewelry; four cents a gallon on lubricating oil; ten per cent on cosmetics; ten per cent on furs; ten per cent on sporting goods and cameras; four cents per thousand on matches; five per cent on chewing gum; five per cent on radios and phonographs; three per cent on automobiles; two per cent on trucks, tires and accessories; ten per cent on yachts and motorboats above \$15 in value; five per cent on candy; higher 1921 rates on soft drinks; five per cent on mechanical refrigerators; one cent on every 10 cents or fraction over 45 cents on admissions; five cents on telephone and telegraph messages between 30 and 50 cents, 10 cents above, with 10 per cent on leased wires, press associations and newspaper press messages exempted; 10 per cent on rental of safety deposit boxes; eight per cent on oil pipe lines; 10 per cent on fire arms and shells; one-fourth of 1 per cent, but not less than 4 cents, on sales of stock; one-eighth of 1 per cent on bond transfers; ten cents per \$100 on capital bond and stock issues; fifty cents on over \$500 value on conveyances; five cents per \$100 on sales of produce on exchanges.

Administrative changes designed to increase revenues included revision in capital gains and losses tax to prevent evasion; repeal of net loss provisions for 1931-33 inclusive; elim-

ination of exemption for stock dividends accrued before 1912, and revision of depletion allowance provisions.

TOMATO JUICE CLASSED AS A BEVERAGE

On page 2898 of Information Letter No. 447, attention is called to the Maine law, which requires that manufacturers of non-alcoholic beverages sold at retail in that State shall secure a license. Letters from some of our members indicate uncertainty as to whether tomato juice and tomato juice cocktail come within the scope of that law. It has been specifically held by the Maine State Department of Agriculture that these products are non-alcoholic beverages and that such products manufactured by firms which have not made application for license cannot be sold legally in the State of Maine.

FORECAST OF CANNED FOODS MOVEMENT

Shippers of the country, through estimates just submitted to the Shippers' Regional Advisory Boards, anticipate that carload shipments of the 29 principal commodities in the second quarter of 1932 (the months of April, May and June) will be approximately 5,082,198 cars, a reduction of 756,374 cars, or 13.0 per cent, below the actual loadings during the same quarter of 1931.

Shipments of canned products, including catsup, jams, jellies, olives, pickles, preserves, etc., during the months of April, May and June are estimated at 35,876 cars, a decrease of 9.8 per cent from the carloadings of the same period last year, which totaled 39,752.

TRUCK CROP SHIPMENTS

Markets for most products reacted very noticeably during the week ended March 26th. Lower prices were reported for many vegetables. The disturbing influence of the early March freeze was gradually subsiding, and a more normal tone had developed in the market situation. Combined shipments of 28 important fruits and vegetables decreased to about 16,380 cars, or 2,650 less than for the same week last year.

Asparagus shipments from California increased to about 305 cars. Green peas were coming solely from California. Most of last week's 220 carloads originated in Imperial Valley. Growers of green peas in intermediate states apparently will reduce their acreage slightly this year, but New York and Colorado, among the late states, expect considerable increases over their 1931 acreage.

Florida grapefruit increased sharply to 620 cars, as Texas'

output decreased to 330. Movement of mixed citrus fruit totaled 255 cars, mostly from Florida.

Total shipments of cabbage held about steady at 570 cars last week. During the same period in 1931 about 1,030 cars moved.

Sixty carloads of tomatoes arrived in the United States from Cuba, but imports from Mexico increased to 310 cars. Florida shipments reached 555 cars, or nearly four times the movement of a year ago. Carlot movement of strawberries increased.

CARLOT SHIPMENTS

Commodity	Mar. 20-26 1932	Mar. 13-19 1932	Mar. 22-28 1931	Total this season thru Mar. 26	Total last season thru Mar. 28	Total last season
Apples, total	1,455	1,047	1,132	94,335	103,434	109,794
Western states	924	916	832	41,793	61,390	66,538
Eastern states	531	731	300	52,542	42,044	43,256
Asparagus	304	204	541	628	1,171	3,866
Benns, snap and lima:						
Domestic	81	125	137	5,798	2,475	9,344
Imports	11	14	13	227	143	161
Beets	44	58	98	648	781	1,064
Cabbage:						
1932 season	569	502	1,030	6,760	9,264	37,763
1931 season	66	127	95	37,763	38,119	38,204
Carrots:						
1932 season—						
Domestic	248	247	322	3,030	5,041	11,350
Imports	2	1	0	27	0	0
1931 season	45	55	52	11,350	11,904	12,437
Cauliflower	225	434	280	8,719	8,710	9,611
Mixed vegetables:						
Domestic	653	850	936	8,400	9,553	28,535
Imports	6	4	11	82	222	298
Pears	52	41	51	10,750	28,462	28,828
Peas, green:						
Domestic	221	137	146	959	1,622	7,177
Imports	3	14	6	1,235	1,343	1,344
Peppers:						
Domestic	47	67	52	1,336	1,229	2,816
Imports	10	6	10	98	260	360
Spinach	404	353	477	6,427	7,430	9,767
Tomatoes:						
Domestic	555	431	155	3,404	1,891	27,842
Imports	372	300	459	2,721	4,088	5,985

SIX WEEKS PAST—AND SIX TO GO

Six weeks ago the current newspaper campaign of the National Cannery Association was started. An immense amount of progress has been made in this short period according to reports received from every city in which the campaign is appearing.

A few of these reports were published in last week's Information Letter, but the Merchandising Division of the Cannery Advertising Committee states that further evidences of results

are coming in every day—many of them unsolicited. This letter from Secretary Janssen, for instance:

The National Cannery Association campaign is certainly "hitting the ball." There never was such enthusiastic teamwork on any campaign to move canned foods into consumption.

Retailers everywhere are reporting mounting sales. Your advertising program is doing a tremendous job and doing it successfully.

Many thanks, Mr. Janssen. You couldn't have sent us better news. The N. C. A. newspaper campaign was planned to *move canned foods now*. If it has won the cooperation and active support of the retailer it *will* move canned foods.

DON'T MISS YOUR APRIL MANUAL

They're in the mail. Yours should arrive this week. Write or wire C. P. Pelham, Cannery Advertising Committee, if you don't get it in a day or two.

In it you will find all April ads.; reports from retailers, wholesalers, brokers and cannerys, on the progress of the campaign to date.

And several pages of merchandising and advertising ideas that will move canned foods *if* these ideas are *used*. None are expensive. All are practical. The Committee hopes you will study the April Manual and put these ideas to work for your company.

FARM PRICES

The index of the general level of farm prices showed an advance for the first time in five months during the period ended March 15. On March 15 the index was 61 per cent of the 1910-1914 level, 1 point above the figure for the corresponding date in February.

BULLETIN ISSUED ON THE BLUEBERRY MAGGOT

The biology and control of the blueberry maggot in Washington County, Maine, is the subject of a 76-page illustrated publication issued by the U. S. Department of Agriculture as Technical Bulletin No. 275. The bulletin presents the results of an investigation from the establishment of a laboratory for the work in 1925 up to the close of the 1929 season. The four years' experimental work warrant the recommendation of applications of calcium arsenate dust for control of the maggot in eastern Maine.

CANADIAN FRUIT AND VEGETABLE PACK

Statistics on the pack of fruits and vegetables in Canada in 1931, representing an estimated 95 per cent of the total pack, have been issued by the Dominion Bureau of Statistics. The total pack last year dropped about 32 per cent below that of 1930. Comparative figures for the two years are given in the following table:

VEGETABLES	1930 Cases	1931 Cases	FRUITS	1930 Cases	1931 Cases
Asparagus	*	21,002	Apples	19,097	60,571
Beans, green and wax	340,217	217,134	Peaches	139,200	168,335
Beans, baked	1,026,737	766,970	Pears	290,800	179,089
Beets	*	20,739	Plums	78,358	59,590
Carrots	*	2,007	Cherries	128,055	69,334
Corn	1,078,163	1,356,879	Raspberries	40,205	64,918
Pears	2,553,632	1,118,790	Strawberries	30,524	27,229
Pumpkin	*	46,353	Blueberries	*	4,270
Spinach	*	35,831	Other small fruit ..	87,783	26,576
Tomatoes	3,380,549	2,045,858	All other fruits	98,816	74,619
Tomato juice	*	140,639	Total	927,838	734,531
Tomato paste and puree	*	55,906			
All other vege- tables	352,737	131,500			
Total	8,750,035	5,960,388			
Soups, canned	777,200	237,417			

* Included in "All other."

SMALLER ACREAGE PLANNED IN EDIBLE BEANS

Farmers intended as of March 1 to plant 1,640,000 acres of beans, which is an acreage 12 per cent smaller than was harvested in 1931 and 22 per cent smaller than was harvested in 1930. Intended reductions of planted acreage from that harvested in 1931 in some of the more important states are: New York 8 per cent, Michigan 11 per cent, Idaho 25 per cent, Colorado 10 per cent, New Mexico 3 per cent, California 11 per cent. If these intentions are carried out to about the usual extent, there will be about 1,607,000 acres for harvest this year, compared with 1,860,000 acres harvested in 1931 and 2,091,000 acres harvested in 1930.

CABBAGE ACREAGE IN INTERMEDIATE STATES

Cabbage growers in the intermediate states, according to recent reports, plan to make a small reduction in their 1932 acreage. The intended planting is reported as 21,770 acres, compared with 22,220 in 1931. Plans for the coming season in the late states are not very definite at the present time. From reports so far received, it appears that both the domestic and the Danish types of cabbage for market and for kraut manu-

facture, will be reduced to some extent. Present reports indicate a 3 per cent acreage reduction for each type. This would result in approximately 32,600 acres of domestic and 33,900 Danish, or a total of 66,500 acres for 1932, compared with 33,710 domestic and 34,900 Danish or a total of 68,610 acres harvested in 1931. For both types, this would be the smallest acreage since 1928.

EXAMINER REPORTS ON MILK RATE CASE

The examiner in the case involving rates on evaporated milk, in carloads, from Nampa, Idaho, to Texas common points, has recommended to the Interstate Commerce Commission that it find these rates unreasonable, and that it prescribe rates for the future that will not exceed 94.5 cents per 100 pounds, minimum 60,000 pounds.

BUSINESS INDICATORS

(Weeks ended Saturday; weekly average 1923-1925=100)

	1932			1931		1930	
	Mar. 26	Mar. 19	Mar. 12	Mar. 28	Mar. 21	Mar. 29	Mar. 22
Composite Index:*							
New York Times.....		61.3	†61.0	78.8	78.2	93.6	92.8
Business Week.....		56.9	†57.9	81.3	81.5	93.0	95.6
Freight car loadings.....		61.0	60.0	77.2	†77.3	92.3	91.3
Wholesale prices (Fishers):							
All commodities.....	63.1	63.1	63.3	75.6	76.0	90.4	90.7
Agricultural products.....	46.2	46.1	46.4	66.4	67.0	95.1	95.9
Non-agricultural products.....	66.0	66.2	66.3	78.3	78.7	88.5	88.4
Bank debits outside N. Y. City.....	64.2	69.8	66.3	91.3	102.6	117.1	129.0
Bond prices.....	80.7	90.5	91.5	107.5	107.7	106.9	107.0
Stock prices.....	71.7	73.7	79.2	165.8	168.2	241.0	236.5
Interest rates:							
Call money.....	60.6	60.6	60.6	36.4	36.4	93.9	72.7
Time money.....	70.9	79.1	80.0	45.7	48.7	97.1	94.3
Business failures.....	154.3	174.0	168.3	160.7	134.9	131.0	137.1

* Relative to a computed normal taken as 100.

† Revised.

CAR LOADINGS

	Total		Merchandise	
			L. C. L.	Other
Week ended March 19.....	584,634	189,912	187,196	207,526
Previous week.....	575,481	176,486	185,122	213,873
Corresponding week, 1931.....	741,253	283,121	222,227	235,905
Corresponding week, 1932.....	875,385	370,080	251,445	253,860

FRANCE PROPOSES INCREASED IMPORT DUTIES

A bill now before the tariff committee of the French Chamber of Deputies provides for increased import duties on fresh and dried apples and pears, certain other dried fruit, and certain canned vegetables, according to the American commercial attache at Paris. The present and proposed minimum rates of duty on the canned products affected are as follows, in francs per 100 kilos gross:

Canned tomatoes, present rates from 56 to 110, proposed rates from 80 to 160, according to the degree of concentration; other canned vegetables (except asparagus, carrots, peas and string beans), present rate, 52.50, proposed rate 120.

The minimum rates on the above products apply to imports from the United States, except for canned tomatoes containing up to 35 per cent, inclusive, of dry extract, on which an intermediate rate of 100.80 francs per 100 kilos now applies.

The French Government has introduced a bill proposing to establish an excise tax on imported canned pineapple at the rate of 0.30 franc per kilo net for pineapples in syrup, and 0.15 franc per kilo net for pineapples in juice, the revenue from this tax to be used for the development of French colonial production. Another bill has been introduced proposing to double these rates, and to assess the tax on canned pineapple on the basis of the gross weight instead of the net weight.

CHANGES IN FOREIGN TARIFFS

By a decree dated March 23 and effective April 1, Panama has substantially modified its import duties, mostly upward, and affecting principally food products. Lobsters, crabs and fish in any form are made dutiable at 10 cents per kilo; tropical fruits and preserved fruits in juices or in sugar syrup, 10 cents per kilo; tomato paste 15 cents per kilo. Formerly all of these articles were dutiable at 15 per cent ad valorem.

The Swiss Government has established import contingents on additional products, including canned vegetables, effective April 1.

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